

**IN THE CLAIMS:**

Claims 1, 3-24 cancelled.

1        25. (New) A pressure sensitive label for application to a battery having a cylindrical  
2 case with opposite end caps, said label having a first dimension measured between side edges  
3 and a second dimension measured between end edges, said first dimension being such as to  
4 accommodate the wrapping of said label around the cylindrical case of said battery with the side  
5 edges of said label in an overlapping relationship, said second dimension being such as to  
6 accommodate the overlapping of the end caps of said battery by the end edges of said label, said  
7 label being heat shrinkable in only the first dimension, with shrinkage being accompanied by  
8 growth in the second dimension.

1 27. (New) The label of claim 26 wherein said film is polystyrene.

1           28. (New) The label of claim 26 wherein said film is selected from the group  
2           consisting of polystyrene, polypropylene, polyethylene and polyester.

1        29. (New) The label of claim 26 wherein the thickness of said film is between about  
2        0.01 to 0.05mm.

1        30. (New) The label of claim 29 wherein the thickness of said film is between about  
2        0.02 to 0.04 mm.

1        31. (New) The label of claim 30 wherein the thickness of said film is about 0.03mm.

1        32. (New) The label of claim 26 wherein the stiffness of said film in one of said  
2        directions as measured in accordance with TAPPI Paper Standard #T498 as modified by  
3        FLEXcon test method #203 Test F17 is between about 1 to 20 grams.

1        33. (New) The label as claimed in claim 32 wherein said stiffness is between about 2  
2        to 10 grams.

1        34. (New) The label of claim 26 wherein said indicia is printed on an upper surface of  
2        said film.

1        35. (New) The label of claim 34 wherein said pressure sensitive adhesive is applied to  
2        a lower surface of said film.

1        36. (New) The label of claims 34 or 35 wherein said indicia is covered by a  
2        transparent second film adhered to said indicia by a second layer of pressure sensitive adhesive.

1        37. (New) The label of claim 36 wherein said second film is thermally shrinkable  
2        only in said first direction with accompanying growth in said second direction at temperatures  
3        above said onset temperature.

1           38. (New) The label of claim 36 wherein said first mentioned film and said second  
2    film are formed from the same polymeric material.

1           39. (New) The label of claim 36 wherein the thickness of said first mentioned film is  
2    greater than the thickness of said second film.

1           40. (New) The label of claim 26 further comprising an opaque layer adhered to the  
2    upper surface of said pressure sensitive adhesive, said film being adhered to said opaque layer by  
3    means of a transparent second pressure sensitive adhesive layer, with said indicia being  
4    interposed between said opaque layer and said film.

1           41. (New) The label of claim 40 wherein said indicia is printed on a top surface of  
2    said opaque later.

1           42. (New) The label of claim 40 wherein said indicia is printed on a bottom surface of  
2    said film.

1           43. (New) The label of claim 26 wherein said film comprises the top layer of said  
2    label.

1           44. (New) The label of claim 26 wherein said indicia is printed on a top surface of  
2    said film, and wherein said indicia is covered by a transparent protective coating comprising the  
3    top layer of said label.

1           45. (New) The pressure sensitive label of claim 26 wherein said polymeric film has a  
2    relatively low residual shrink force as compared to that effecting primary shrinkage during label  
3    application.

1        46. (New) The pressure sensitive label of claim 45 wherein said polymeric film undergoes  
2        residual shrinkage of less than about 2% when heated to temperatures below said onset temperature.